



Cheese Market Opportunities in Thailand and Import Regulations

July 27th, 2023

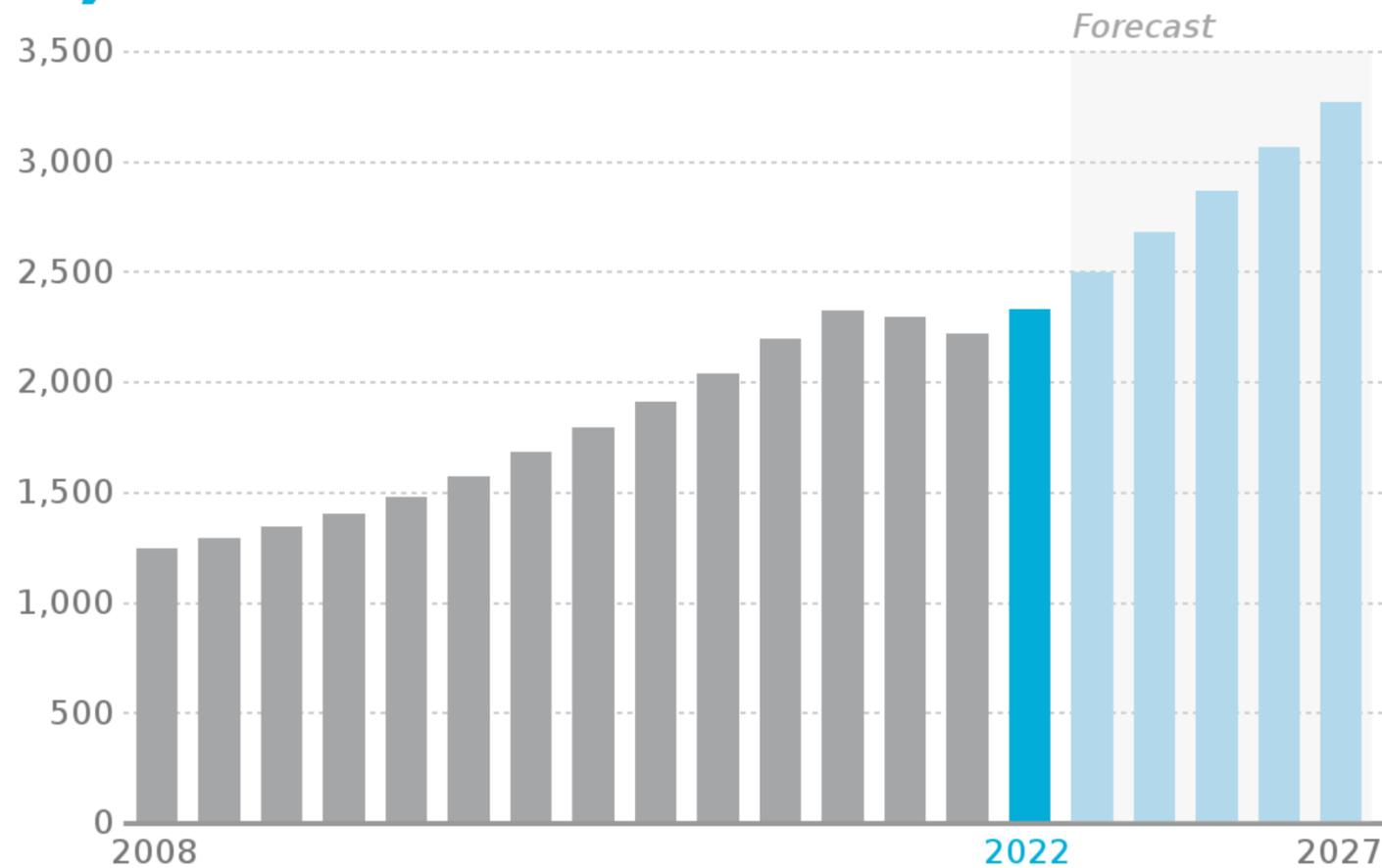
Thailand Cheese Market



Sales of Cheese in Thailand

Retail Value RSP - THB million - Current - 2008-2027

2,322



Cheese Products

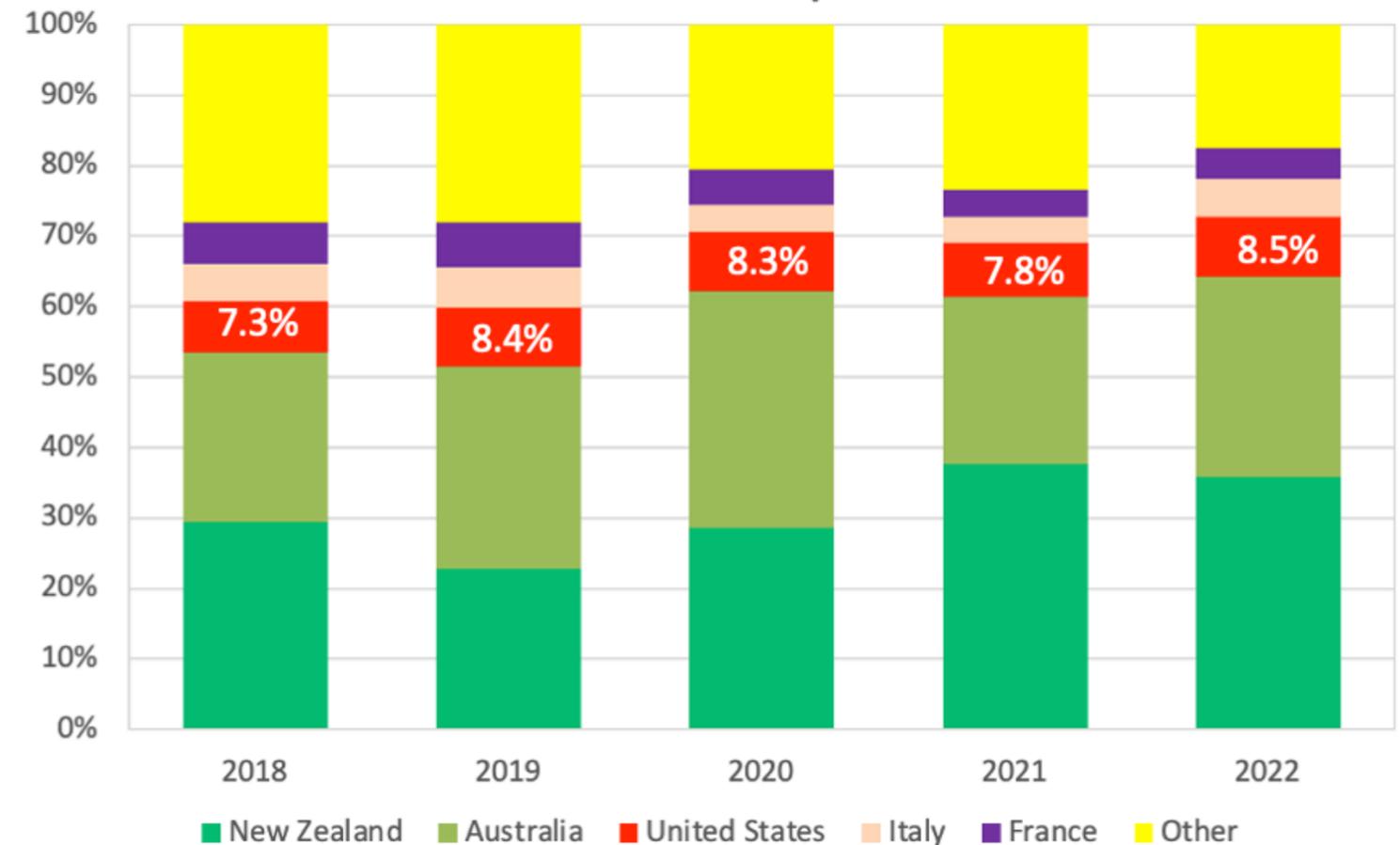


Value: U.S. \$8.9 million
Market Share: 8.5 percent
Change from 2021: 27 percent.

Major Suppliers:

- New Zealand 35.9%
- Australia 28.4%
- **USA 8.5%**
- Italy 7.7%

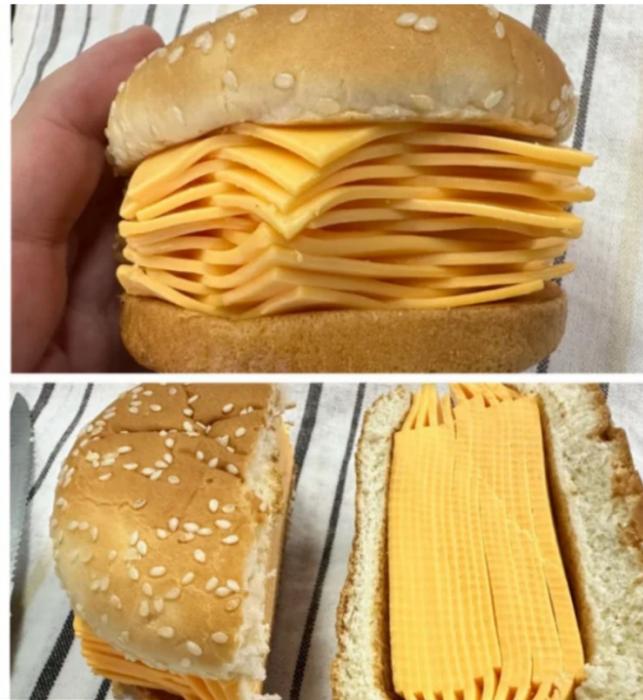
Thailand's Market Share for Imported Cheese Products



Food Service Market Opportunities



The demand for cheese in Thailand is dominated by the foodservice channel



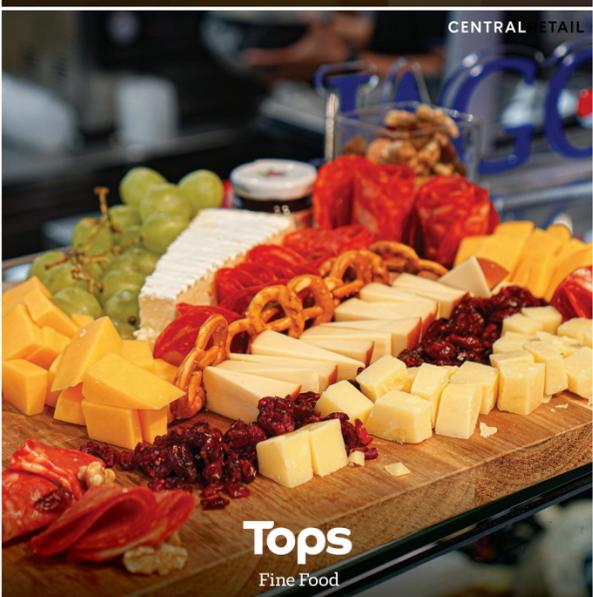
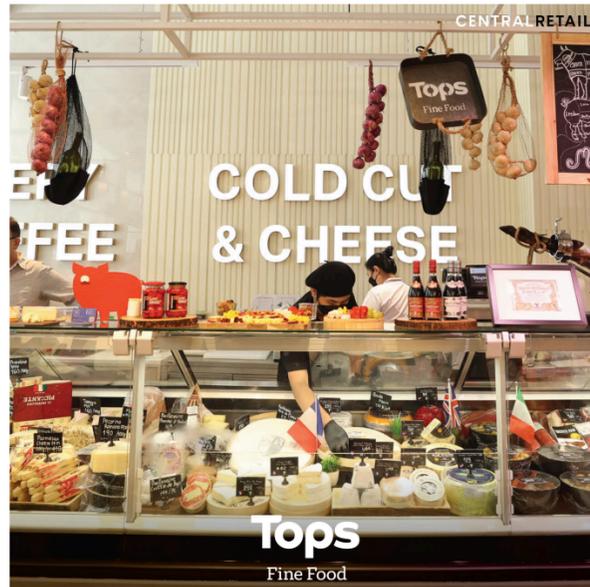
Retail Market Opportunities



Retail Market Opportunities



Retail Market Opportunities



Retail Price - Cheese

Processed Cheese

Unprocessed Cheese



The Laughing Cow (140g)
Price: Baht 165



Kraft (165g)
6 slices
Price: Baht 109



Allowrie Cheese Squeeze (310g)
Price: Baht 169



Bega (250g)
Price: Baht 250



Dairy Gold (250g)
Price: Baht 109



Imperial (125g)
Price: Baht 75



Castello (150g)
Price: Baht 350



Landana (180g)
Price: Baht 399



Lemnos (180g)
Price: Baht 245



President (125g)
Price: Baht 239



Mainland (250g)
Price: Baht 209



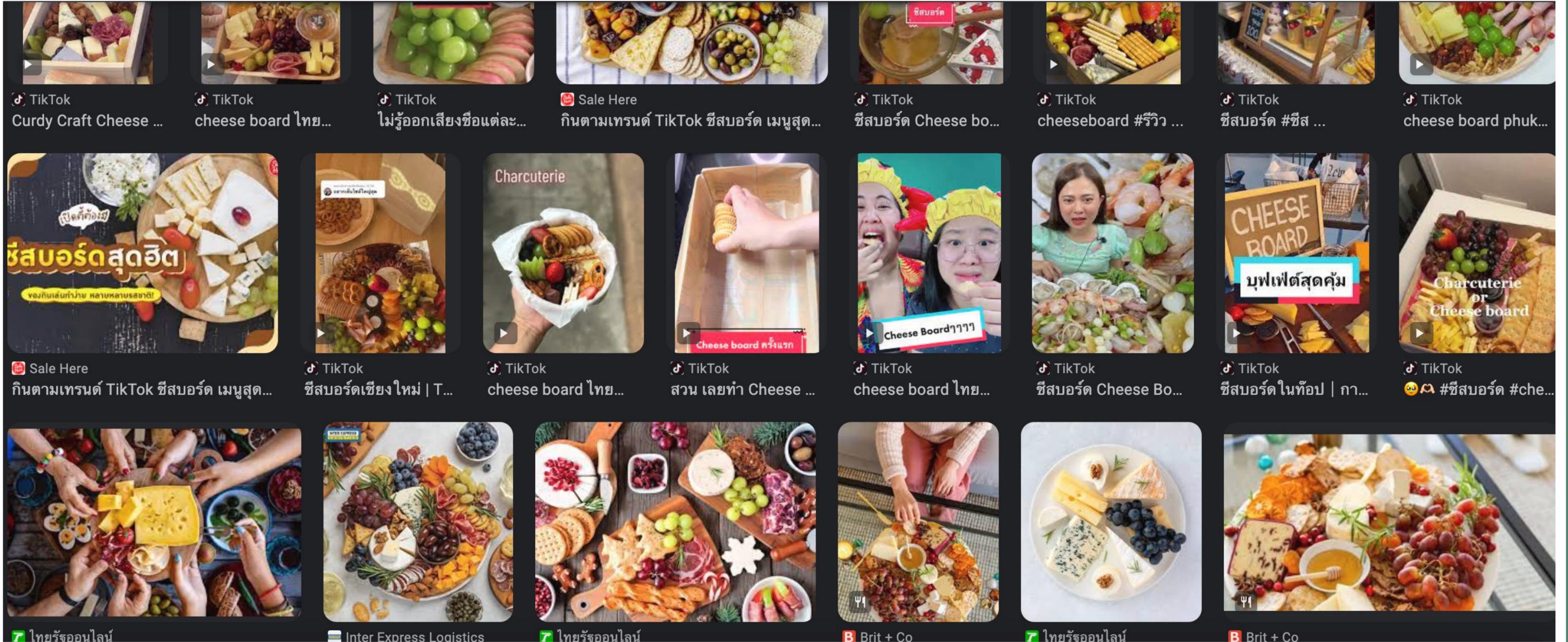
B.M. Taylor (150g)
Price: Baht 169



Dodoni (200g)
Price: Baht 275

*Price as of July 15, 2023

Cheese Marketing via Social Media



TikTok
Curdy Craft Cheese ...

TikTok
cheese board ไทย...

TikTok
ไม่รู้ออกเสียงชื่อแต่ละ...

Sale Here
กินตามเทรนด์ TikTok ชีสบอร์ด เมนูสุด...

TikTok
ชีสบอร์ด Cheese bo...

TikTok
cheeseboard #รีวิว ...

TikTok
ชีสบอร์ด #ชีส ...

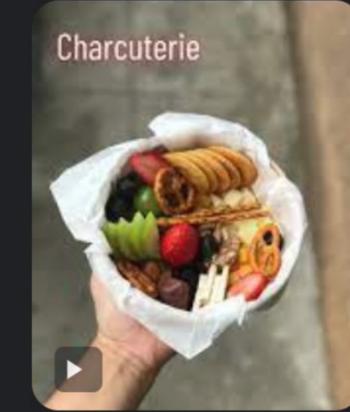
TikTok
cheese board phuk...



Sale Here
กินตามเทรนด์ TikTok ชีสบอร์ด เมนูสุด...



TikTok
ชีสบอร์ดเชียงใหม่ | T...



TikTok
cheese board ไทย...



TikTok
สวน เลย์ทำ Cheese ...



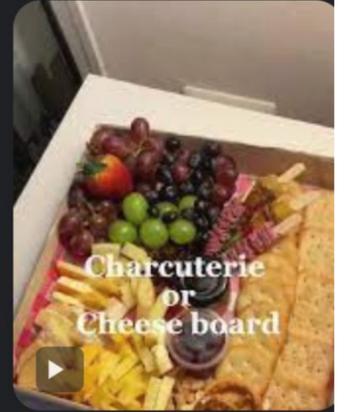
TikTok
cheese board ไทย...



TikTok
ชีสบอร์ด Cheese Bo...



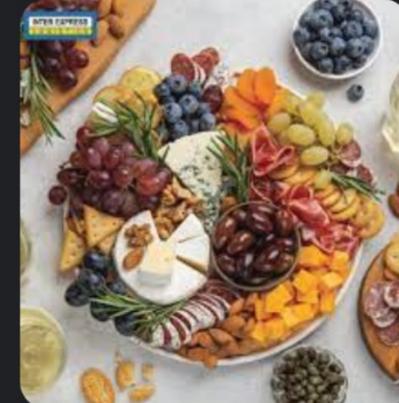
TikTok
ชีสบอร์ดในท็อป | กา...



TikTok
😋👍 #ชีสบอร์ด #che...



ไทยรัจออนไลน์



Inter Express Logistics



ไทยรัจออนไลน์



Brit + Co



ไทยรัจออนไลน์



Brit + Co

**Thaifex Anuga 2023
Successfully welcomed
and introduced artisan
Wisconsin cheeses to Thai
food industry**



Procedures for Importing Food (Cheeses) Products to Thailand

- The Thai Food and Drug Administration (Thai FDA), the Department of Livestock Development (DLD), the Department of Agriculture (DOA), the Thai Customs Department, etc. play an important regulatory role.
- Food Import License (3 calendar year license) – for importer
- Product registration with the Thai FDA
- Imported food and beverage products are subject to import duty and Value Added Tax (VAT).
- Thailand applies international food standards such as GMP, GAP, HACCP, CODEX, OIE, etc.



Cheese is categorized under “Standardized Food”

Thai FDA classifies food to be 4 categories, which are:

- Specially controlled food
- Standardized food
- Food with labeling
- General Food

Cheese standards to comply with Notification of the Ministry of Public Health (No. 209) B.E. 2543 (2000) Re: Cheese



Notification of the Ministry of Public Health

(No. 209) B.E. 2543 (2000)

Re: Cheese

It deems appropriate to amend the notification of the Ministry of Public Health, Re: Cheese.

By the virtue of the provisions of Sections 5 and 6 (3) (4) (5) (6) (7) and (10) of the Food Act B.E. 2522 (1979), in which contain provisions in relation to the restriction of Rights and Liberties of the Persons, in respect of which Section 29 and in conjunction with Section 35, Section 48 and Section 50 of the Constitution of the Kingdom of Thailand so permit by virtue of provisions of law; the Minister of Public Health hereby issues the notification as follows:

Clause 1. The notification of the Ministry of Public Health No. 31 B.E. 2522 (1979), Re: Prescribed cheese to be specific controlled food and prescribed qualities or standards, dated 13th September B.E. 2522 (1979) shall be repealed.

Clause 2. Cheese is prescribed food to have qualities or standards.

Clause 3. Cheese means product derives from individually or mixed used of milk, butter milk or whey, are mixed with enzyme or acid or micro-organisms, until becoming to be solid in which is separated from water. The product can be consumed either fresh or aged.

Clause 4. Cheese can be classified into 5 types as follows:

(1) Cream cheese means cheese as stipulated in clause 3, which is mainly consisted of cream for cheese production process.

(2) Whole milk cheese means cheese as stipulated in clause 3, which is mainly consisted of milk for cheese production process.

(3) Skimmed milk cheese means cheese as stipulated in clause 3, which is mainly consisted of partly skimmed milk, skimmed milk, butter milk or whey for cheese production process.

(4) Processed cheese means cheese as stipulated in clause 3, which is processed into small size, emulsified and pasteurized process. Colour, odour, and flavour may also be added.

The Ministry of Public Health Notification (No. 209) B.E. 2543 (2000) Re: Cheese

The notification defines the standards, permitted food additives, GMP compliance, and label requirements



Food additives allowed to be used in cheeses including colors and food preservatives.

For examples:

- **ANNATTO** (160b(ii)) at permitted maximum level (ML) of 25 ppm
- **PAPRIKA OLEORESIN** (INS 160c(i)) at permitted maximum level (ML) of 4400 ppm
- **CARMINES** (INS 120) at permitted maximum level (ML) of 125 ppm
- **CAROTENES** (INS160a(ii)) at permitted maximum level (ML) of 600 ppm
- Other food additives allowed to be used can be found at the Thai FDA website under “Food Additive Search”

https://alimentum.fda.moph.go.th/FDA_FOOD_MVC/Additive/Main

Required Document for Cheese Imports



Good Manufacturing Practice Certificates or other Equivalent Certificates

- According to Ministerial Notification **No.420** B.E. 2563 (2020) Re: Food Production Processes, Processing Equipment/Utensils and Storage Practices on February 9, 2021, Thailand requires domestic and foreign manufacturers (for imported products) of all four categories of food to comply with the GMP standard.
- Certificate issued by recognized regulatory agency including **government of the exporting country** or **third-party accreditation bodies**.
- The certificate should be valid and define the expiration date of certificate validity. (Within ONE year as from the issuing date).
- Other equivalent system such as quality management system (ISO 9001,9002)

Required Document for Cheese Imports



- The Thai FDA recognizes that all U.S. food manufacturers are subject to 21 CFR part 110 and 117.
- They accept any statement/certificate (including HACCP certificate) that is issued by a U.S. government or U.S. state government agency. The simple statement stating that ***“the food product(s) is(are) manufactured by U.S. processing plant(s), which is(are) subject to 21CFR part 110 or 117.”*** is sufficient.
- Other equivalent international standards accepted by the Thai FDA are:
 - SQF Food Safety Code for Manufacturing: Edition 9 (2020). The Safe Quality Food Institute.
 - Hazard Analysis and Critical Control Point System. General Principle of Food Hygiene CXC 1- 1969. Codex Alimentarius International Food Standards.
 - Food Safety Management Systems – Requirements for any Organization in the Food Chain, ISO 22000: 2018. International Standard Organization.
 - Global Standard for Food Safety Issue 8. British Retail Consortium (BRC).



State of Utah
 SPENCER J. COX
 Governor
 DEIDRE M. HENDERSON
 Lieutenant Governor

Department of Agriculture and Food

Craig W. Butters
 Commissioner
 Kelly Pehrson
 Deputy Commissioner
 Travis Waller
 Director, Regulatory Services

Certificate No.: REG-2021-10128



Issued by the Government

GOOD MANUFACTURING PRACTICE CERTIFICATE

We hereby certify that _____ located at _____ is currently under inspection as a manufacturer of health food or dietary supplements.

Food Manufacturer's Name and Address

_____ has all the facilities to comply with the GOOD MANUFACTURING PRACTICE for food and dietary supplements (Code of Good Manufacturing Practice for food).

Scope of products

We also certify that _____, is an inspected facility and the manufacturing plant in which their products are produced are subject to inspections at suitable intervals. Inspection evaluates and assures compliance with the Utah Wholesome Food Act and Utah Food Protection Rule, which identifies the standard for proper facility construction, good manufacturing practices for food and dietary supplements (GMP), and fulfills requirements of those applicable laws and rules in the State of Utah.

Good Manufacturing Practice Compliance

Destination(s):

UTAH DEPARTMENT OF AGRICULTURE AND FOOD

Travis Waller

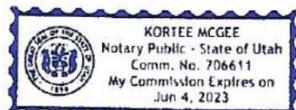
Division of Regulatory Services

State of Utah, County of Salt Lake

On this date JAN 20 2021 before me, the notary, personally appeared TRAVIS WALLER, proved on the basis of satisfactory evidence to be person, whose name is subscribed to this document, and acknowledge that he/she executed the same.

Validity

Kortee McGee
 Notary Public





Certificate of Registration

Certification Body

Food Manufacturer's Name and Address

Equivalent Standards to Thai FDA' GMP

Scope of Product

Validity

Accreditation Body

Audit Date
Apr 08, 2022

Next Re-Certification
Audit Date
Mar 13, 2023

Date of Decision
May 03, 2022

Certificate Expiry Date
May 27, 2023

Certificate Number

Certification Type
Unannounced

Is registered as meeting the requirements of the:

SQF Food Safety Code: Food Manufacturing, Quality Code, Edition 9

Scope of Registration (Food Sector Categories):

Certified Products:

Signed on behalf of
NSF Certification, LLC

John Rowley
Vice President,
Global Food Division



ISO/IEC 17065
Product Certification Body
#1181

NSF Certification, LLC
789 N. Dixboro Road, Ann Arbor, MI
48105 USA

This certificate remains the property of NSF
Certification, LLC.



One world. One standard.
SQF Institute is a division of FMI.



Certification Body

Certificate US19/819943253
The Food Safety Management System of

Food Manufacturer's Name and Address



Food Safety System Certification
FSSC 22000

Equivalent Standards to Thai FDA' GMP

Certification scheme for food safety management systems consisting of the following elements:
ISO 22000:2018, ISO/TS22002-1:2009 and Additional FSSC 22000 requirement (version 5.1).

This certificate is applicable for the scope of:

Manufacture of
Food Category: CII - Processing of

Scope of Product

This certificate is valid from 24 June 2022 until 24 June 2025

and remains valid subject to satisfactory surveillance audits.

Date of Certification decision 9 June 2022

Issue Date: 11 June 2022

Re-certification audit due 60 days prior to expiry date

Issue 4. Certified since June 2019

Authorised by

Validity

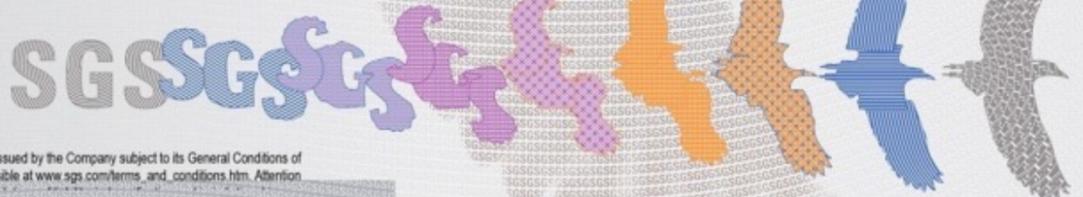


Accreditation Body

SGS United Kingdom Ltd
Rossmore Business Park, Ellesmere Port, Cheshire, CH65 3EN, UK
t +44 (0)151 350-6666 f +44 (0)151 350-6600 www.sgs.com

21HC FSSC 22000 V5.1 0421
Page 1 of 1

Validity of this certificate can be verified in the FSSC 22000 database of certified organizations available on www.fssc22000.com.



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Certification Body

Auditor Number

Certificate

FSNS Certification & Audit, LLC., ANSI accredited CB, No. 1107 certifies that, having conducted an audit:

For the Scope of activities:
Exclusions From Scope:
Product Categories:

Scope of Product

[Redacted]

Food Manufacturer's Name and Address

Has achieved Grade: AA

Meet the requirements set out in
Global Standard for Food Safety
Issue 8: August 2018

Equivalent Standards to Thai FDA' GMP

Audit Program: Announced Recertification
Certificate Number:

Date(s) of Audit: September 13-15, 2022
Certificate Issue Date: October 13, 2022
Re-Audit Due Date: August 18, 2023 – September 14, 2023
Certificate Expiry Date: October 26, 2023

Validity



Authorized by: *Steph Solem*



Accreditation Body

FSNS Certification & Audit, LLC.
199 W. Rhapsody; San Antonio, TX 78216, USA
Certificate traceability reference
This certificate remains the property of
FSNS Certification & Audit, LLC.

If you would like to feedback comments on the BRCGS Standard or the audit process directly to BRCGS, please contact tell.brcgs.com
Visit brcdirectory.com to validate certificate authenticity



Labeling Requirement

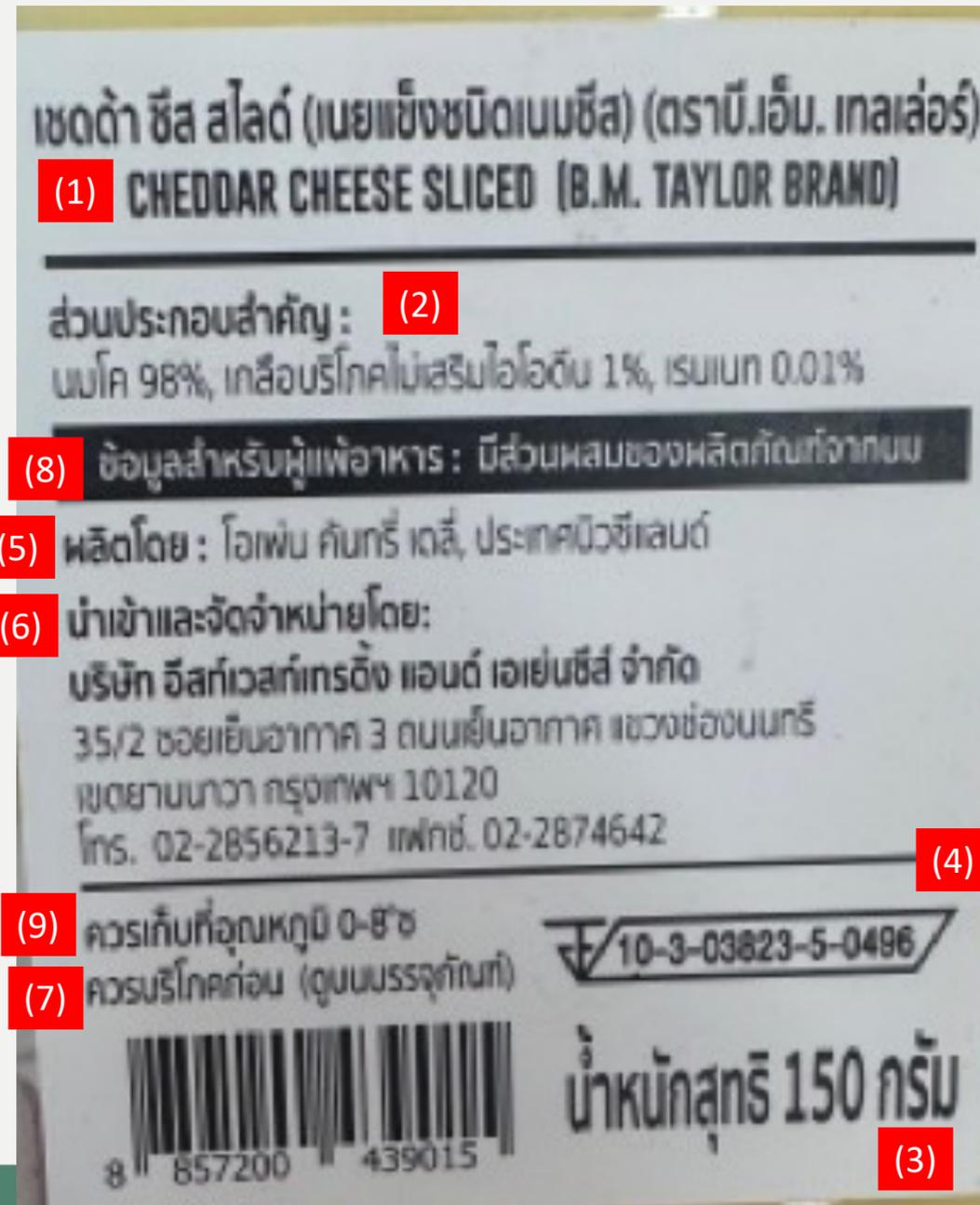


Required **Thai language label** for cheese products:

1. Name of food
2. Name and quantity of the ingredients in the food
3. Net content
4. Thai FDA food registration number (Food serial number)
5. Name and address of food manufacturer or re-packer
6. Name and address of importer
7. Manufacturing date/expiration date/best before
8. Suggestion/warning statement [if any]
9. Specific requirement [if any]

Regulations:

- The Ministry of Public Health Notification No. 367 B.E. 2557
Re: Food Labeling of Prepackaged Food
- The Ministry of Public Health Notification No. 383 B.E. 2560
(2017), Re: The Labeling of Pre-packaged Foods (No.2)
- The Ministry of Public Health Notification No. 401 B.E. 2562
(2019) Re: The Labeling of Pre-packaged Foods (No. 3)





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Office of Agricultural Office
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U.S. Embassy, Bangkok,
Thailand